

THE BIG PIANO STORE; WHAT ITS COMING MEANS

Eilers Piano House Formally Opens Superb New Location on West Seventh Street

Magnificent New Salesrooms in New Rankin Block - Equipped With Every Modern Facility Which Will Make the Radically New System of Piano Selling Possible - A Veritable World's Fair Exposition of the Finest Pianos, Pianolas, Pianola Pianos, Organs, Etc.

With the opening of the beautiful and large new salesrooms, the Eilers method of piano selling is definitely and formally installed in Lane county. All the advantages made possible in a system radically new in piano selling, combined with the additional advantage afforded by these, the best appointed, most spacious, best equipped and most conveniently located piano salesrooms in the West, are placed at the disposal of piano buyers.

WHAT THE EILERS PLAN DOES.
With a chain of eighteen retail establishments located in every important Western trade centre, the Eilers piano business in comparatively few years has grown to be the wonder of the trade world. Its methods and the conduct of the establishment have won the admiration of artists, music lovers and the general public.

THIS SUCCESS IS DUE:
First—To upholding at all times the artistic element in pianos.

Second—By placing piano selling on a rational business basis.
Third—By making the buying of thoroughly high-class instruments possible to all.

Tersely stated, the Eilers plan saves to the piano buyer everything that

systematic, economical, careful and up to date business methods can effect.

Thus the Eilers plan enables you to secure the highest grade piano for the money that has heretofore been paid for medium grade pianos, or to secure pianos of medium grade for the former price of a poor one.

The Eilers plan gives you all the benefits that accrue from buying in enormous quantities and taking advantage of every facility for shipping and handling pianos by the most economical methods.

Again, the Eilers plan insures rigid inspection of every piano by competent experts before it leaves the factory, and it makes certain careful and correct handling from source to destination.

And the Eilers method gives you a guarantee as secure as the rock of Gibraltar—an absolute "MONEY BACK" WARRANTY, if the instrument after delivery is not found exactly as represented in every respect, and in every way satisfactory.

SOME SIGNIFICANT STATISTICS.
Statistics from the great piano trade authority, the New York Musical Courier, show that the Eilers houses now handle one-half of the pianos sold on the Pacific coast.

Nearly two score of America's factories vie with each other to supply our tremendous trade. These factories know that Eilers houses take a permanent interest in every instrument sold. They realize that the Eilers houses tolerate no poor workmanship, no inferior product. They know that every piano must stand the rigid test of our warranty.

SERVE ONLY THE BUYER'S INTERESTS.

We serve no special factory-interests and no combinations. Our first promise to the people of Lane county is that we will not be bound by any schedule of prices fixed by manufacturers or by dealers associations. The people are entitled to all the benefits of fair and open competition. We will not be party to artificially fixed prices. The Eilers stores will be independent stores always, unhampered in any way by factory dictation, or by trust agreements. The man, woman or child buying a musical instrument of the house of Eilers buys with the utmost security. There will be no false prices, no intrigue, no misrepresentation and absolutely no risk on the part of the buyer.

SEVERAL THOUSAND WHO KNOW
Although actually established in Eugene for several years and num-

bering among our friends and patrons over eleven thousand representative people throughout the state, including the best known musicians and the leading educational institutions, the opening of this immense establishment in the Rankin block is practically the installment of the Eilers system in its entirety. For we start:

First—In the new location.
Second—With a magnificent stock.
Third—With a display of pianos and kindred instruments of a great deal higher average grade and quality than is to be found in any other piano selling establishment.

Fourth—With a schedule of prices which, ranges from eighteen to forty per cent. lower than the same grade and quality can be bought for elsewhere, and with a system of time payments to suit any reasonable buyer for the mere additional simple interest.

WILL BE THE CENTRE.
The hub of the Lane county piano trade will henceforth be the big piano store in the new Rankin block on Seventh street. It will be the centre of this trade, not from talkativeness, but from thorough worthiness and reliability; from faithful service to the public; from providing musical instruments that will stand the most critical tests, at a saving in price made possible only by a combination of advantages such as we enjoy.

The greatest array of pianos of high character to be found in any piano establishment anywhere is now presented to the discriminating public. Come in and see the beautiful instruments. Try and test them critically. We are proud of them and want you to see them.

Drop in any time. You are always welcome. Remember, too, we tune, rent, repair and store pianos.

EILERS PIANO HOUSE,
Biggest, Busiest, Best Dealers.
NEW RANKIN BLK. W. SEVENTH ST.

Barber Shop Moved
I have moved my barber shop from 24 West Eighth street to 535 Willamette street, in the rear of Lee Hoselton's new cigar store. Will be pleased to see my old customers, as well as new ones.
GEORGE SOVERN.

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Bears the Signature of *Cast. H. Fletcher*

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Reduced rate round-trip tickets to various Eastern points are on sale via Rock Island - Frisco Lines practically all the year round.

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Let me tell you about our very comprehensive service, anyway—then you'll be prepared for a "hurry-up" trip in case of need.

A postal stating where you wish to go, and when—if you have decided—will bring full particulars.



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Eugene Foley Springs, } STAGE LINES.
Eugene-Florence, }
Parties at hotels desiring to go to Florence or McKenzie River points should notify the evening before as stage does not stop at private houses.
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We can furnish all kinds of Wines, Whiskies, Brandies, Gin and Rum at wholesale prices. Send us your orders. We ship in plain cases and prepay freight. Read our price list and mail us your orders. Money refunded if goods are not satisfactory. All orders will be treated strictly confidential. We ship all our goods C. O. D., or you can make remittance with your order.

WE OFFER AS FOLLOWS:

12 quarts Sheehan's Private Stock, Rye or Bourbon	\$8.00 or \$3.00 a gallon
12 quarts Tillamook Rye or Bourbon	8.50 or 3.25 a gallon
12 quarts Delaney's Malt Whiskey	8.00 or 3.00 a gallon
12 quarts Gordon White Rye Whiskey	8.00 or 3.00 a gallon
12 quarts Old Gold Bourbon Whiskey	7.50 or 2.75 a gallon
12 quarts Crescent Rye Whiskey	7.50 or 2.75 a gallon
12 quarts Old Port Wine	3.50 or 1.25 a gallon
12 quarts Old Sherry Wine	3.50 or 1.25 a gallon
12 quarts Old Angelica Wine	3.50 or 1.25 a gallon
12 quarts Old Muscat Wine	3.50 or 1.25 a gallon
12 quarts Old Madeira Wine	4.50 or 1.75 a gallon
12 quarts Sweet Catawba Wine	4.50 or 1.75 a gallon
12 quarts Sandusky Port Wine	8.00 or 3.00 a gallon
12 quarts Old Tom Gin	8.00 or 3.00 a gallon
12 quarts French Cognac	9.00 or 3.50 a gallon
12 quarts California Grape Brandy	8.00 or 3.00 a gallon
12 quarts Stanford 3A Rye	11.00 or 4.00 a gallon
12 quarts Rainer 3A Bourbon	11.00 or 4.00 a gallon
12 quarts Monogram O. P. S. Rye or Bourbon	12.00 or 5.00 a gallon
12 quarts Rock and Rye	6.00 or 2.25 a gallon
12 quarts Peach and Honey	6.00 or 2.25 a gallon
12 quarts Millview Whiskey, bottled in bond	10.00 or 3.50 a gallon

Remember, we refund you your money and prepay freight both ways if goods are not satisfactory. We are exclusive wholesale dealers and sell our goods at wholesale prices. Nothing but the best. Address all orders to

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